

## 2.1 Goals and Objectives

This section summarizes in broad terms the goals and objectives of this Master Plan. A goal is the end result, as related to the development and future character of the Bethesda-Chevy Chase Planning Area. An objective is that which must be achieved in support of the higher goal.

### 2.11 General Goals and Objectives

1. Perpetuate and enhance the high quality of life which exists in the Bethesda-Chevy Chase Planning Area.
  - a. Adopt a revised comprehensive Master Plan that addresses the interrelated issues of the various elements affecting Bethesda-Chevy Chase.
  - b. Include in the Master Plan land use and zoning recommendations that will provide a basis for adopting a sectional map amendment for the Planning Area.
2. Achieve a level of future employment development that is in balance with a high quality of life and the transportation capacity of the Planning Area.
  - a. Allow a moderate level of new employment development, which is in balance with the proposed moderate level of transportation improvements.
  - b. Endorse the sharing of new employment development, primarily between the Sector Plan areas and the Federal employment centers.
  - c. Endorse general policy guidelines concerning the location, type, and density of new employment development to be considered in future planning for the Sector Plan areas and Federal employment centers.
3. Provide for a balanced housing supply so that persons of varying income levels, age, backgrounds, and household characteristics may find suitable housing appropriate to their needs.
  - a. Endorse a moderate level of new housing development

and identify possible ways to achieve a greater housing supply.

- b. Recommend locations where a variety of housing types can be provided, particularly single-family attached.
- c. Retain and expand the supply of affordable housing.
- d. Endorse efforts to meet the housing needs of the elderly.

### 2.12 Land Use and Zoning Goals and Objectives

4. Protect the high quality residential communities throughout the Planning Area, as well as the services and environmental qualities that enhance the area.
  - a. Reconfirm the zoning for the extensive single-family detached residential areas.
  - b. Maintain and enhance residential communities along major highways and arterials.
  - c. Maintain moderate scale, community-oriented, mixed use development at various locations.
  - d. Protect the environment, character, and cultural resources throughout the Planning Area.

### 2.13 Transportation Goals and Objectives

5. Achieve a significant shift of new travel from auto use to transit and other mobility alternatives.
  - a. Provide an expanded and vigorous program of expanded transit and other mobility services and facilities.
  - b. Provide only moderate highway improvements, such as redesign of some intersections rather than addition of lanes to roads.
  - c. Provide improved access and safety for pedestrians and bicyclists.

### **2.14 Environmental Resources Goals and Objectives**

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6. Protect the natural resources and environmental qualities of the Planning Area.
  - a. Identify conservation areas having natural features that should be preserved, protected, or enhanced.
  - b. Protect and enhance the environmental, scenic, and cultural qualities of the Palisades/MacArthur Boulevard area.
  - c. Endorse corrective measures to reduce flooding impacts and to improve stream quality.
  - d. Design new projects to limit impacts of roadway traffic noise.
  - e. Design any new sewer or water lines to protect natural features in parklands.

### **2.15 Public Facility and Community Goals and Objectives**

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7. Contribute to a strong sense of community and help reinforce community cohesion.
  - a. Support continuance of fine residential areas, employment and shopping opportunities, and a high level of transportation service throughout the area.
  - b. Use public schools and other public facilities as flexible resources to meet a range of community needs.
  - c. Preserve and protect the extensive open space resources in the Planning Area, including public parklands.
  - d. Provide services to meet the special needs of the elderly and for child day care.
  - e. Encourage renovation of community-scale shopping areas to retain community serving retail and to achieve an enhanced pedestrian and public space environment.
  - f. Protect the historic resources in the Planning Area.

## **2.2 Development Levels and Location Policies**

This section provides a comprehensive policy framework for balancing the expectations that competing locations in the Planning Area will achieve new development. The Master Plan does not specifically limit development in each location, rather the Plan provides general guidance for future planning decisions.

Development expectations are based in great part on existing zoning for the private sector and availability of land for the public sector. Expectations are likely to be higher due to the above average growth rates of the 1980s. Transportation facilities are assumed to be limited to moderate improvements to the existing highway system, coupled with strong efforts to increase use of public transit and other mobility alternatives. (See discussion in Chapter 4.) More extensive highway improvements could be excessively disruptive to local communities.

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The levels of both job and housing development in the Planning Area also affect the use of available transportation capacity. The current proportion of jobs to households in all of Bethesda-Chevy Chase (at a 2.2 ratio) is among the highest in the County. Because there are many more jobs in the B-CC area than resident workers, this proportion of jobs to housing results in more commuters coming into B-CC than leaving the area. An increase in housing relative to jobs may therefore result in somewhat less in-commuting.